

## ORDER



**Orders**  
**Order / Rev:** 202469  
**Alt Order #:** 06834563  
**Product Desc:** 9/4-9/13 American Crossroads  
**Estimate:** 690  
**Flight Dates:** 09/04/12 - 09/14/12  
**Original Date / Rev:** 08/30/12 / 08/30/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Crossroads Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/American Crossroads  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN16688/TO1709  
**Agency External ID:** IN7573/AU3290/TO1672/AL2022/SP791

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	19	\$10,675.00	\$9,073.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	19	\$10,675.00	\$9,073.75	0.00
<b>Totals</b>	<b>19</b>	<b>\$10,675.00</b>	<b>\$9,073.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	13%	\$10,675.00
Market	100%	\$82,115.38

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	37%	\$30,382.69
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	27%	\$22,171.15
WTVZ	0%	\$0.00
WVEC	23%	\$18,886.54

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WVBT	09/09/12	09/09/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
FOX NWS SUNDAY REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	-----S		1		\$100.00		0.00					
3	WVBT	09/06/12	09/06/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	---T---	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00

Advertiser:	POL/American Crossroads
Product Desc:	9/4-9/13 American Crossroads
Estimate:	690

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WVBT FOX NEWS REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---	1		\$1,200.00	0.00							
4	WVBT	09/10/12	09/10/12	M-F 10-1044p	CM	10-1045p	M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Fox News @ 10											
WVBT FOX NEWS REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----	1		\$1,200.00	0.00							
5	WVBT	09/12/12	09/12/12	M-F 10-1044p	CM	10-1045p	--W----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Fox News @ 10											
WVBT FOX NEWS REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----	1		\$1,200.00	0.00							
6	WVBT	09/05/12	09/05/12	M-F 1045-11p	CM	1045-11p	--W----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Fox Sportswrap											
SPORTSWRAP M-F REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----	1		\$500.00	0.00							
7	WVBT	09/06/12	09/06/12	M-F 1045-11p	CM	1045-11p	---T---	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Fox Sportswrap											
SPORTSWRAP M-F REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---	1		\$500.00	0.00							
8	WVBT	09/10/12	09/10/12	M-F 1045-11p	CM	1045-11p	M-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Fox Sportswrap											
SPORTSWRAP M-F REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----	1		\$500.00	0.00							
9	WVBT	09/12/12	09/12/12	M-F 1045-11p	CM	1045-11p	--W----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Fox Sportswrap											
SPORTSWRAP M-F REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----	1		\$500.00	0.00							
11	WVBT	09/05/12	09/05/12	M-F 11-1130p	CM	11-1130p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
30 ROCK REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----	1		\$300.00	0.00							
12	WVBT	09/06/12	09/06/12	M-F 11-1130p	CM	11-1130p	---T---	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
30 ROCK REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---	1		\$300.00	0.00							
13	WVBT	09/07/12	09/07/12	M-F 11-1130p	CM	11-1130p	----F--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
30 ROCK REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--	1		\$300.00	0.00							
14	WVBT	09/10/12	09/10/12	M-F 11-1130p	CM	11-1130p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
EXTRA REVISE RATE TO CLEAR; REVISE PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----	1		\$300.00	0.00							
15	WVBT	09/11/12	09/11/12	M-F 11-1130p	CM	11-1130p	-T-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
EXTRA REVISE RATE TO CLEAR; REVISE PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----	1		\$300.00	0.00							
16	WVBT	09/12/12	09/12/12	M-F 11-1130p	CM	11-1130p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
EXTRA REVISE RATE TO CLEAR; REVISE PRGM															

WVBT